accessing the description associated with the selected intellectual property item from the [consumer] <u>at least one</u> station;

sending feedback data from the [consumer] <u>at least one</u> station to the host station, the feedback data including [consumer] opinion information of the selected intellectual property item based at least in part on the description of the selected intellectual property item; and

accessing the feedback data from an industry station to thereby determine the interest in the selected intellectual property item based on the [consumer] opinion <u>information</u>.

2. (Amended) A method of promoting intellectual property according to claim 1, and further comprising summing the [consumer] opinion information from different [consumer] stations for the selected intellectual property item.

3. (Amended) A method of promoting intellectual property according to claim 2, wherein the [consumer] opinion information includes survey information reflective of a consumer's desirability to purchase the selected intellectual property item.

4. (Amended) A method of promoting intellectual property according to claim 1, wherein the [consumer] opinion information includes survey information reflective of a consumer's desirability to purchase the selected intellectual property item.

25. (Amended) A processor-based system for promotion of intellectual property, the system comprising:

a host station having at least one database, the at least one database including:

a plurality of intellectual property items; and

a description of each intellectual property item;

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means for selecting one of said intellectual property items by <u>at least one of</u> a consumer station <u>and an industry station</u>;

means for accessing the description associated with the selected intellectual property item from the <u>at least one</u> [consumer] station;

means for sending feedback data from the [consumer] <u>at least one</u> station to the host station, the feedback data including [consumer] opinion information of the selected intellectual property item based at least in part on the description of the selected intellectual property item; and

means for accessing the feedback data from an industry station to thereby determine the interest in the selected intellectual property item based on the [consumer] opinion <u>information</u>.

26. (Amended) A processor-based system for promoting intellectual property according to claim 25, and further comprising means for summing the [consumer] opinion information from different [consumer] stations for the selected intellectual property item.

27. (Amended) A processor-based system for promoting intellectual property according to claim 26, wherein the [consumer] opinion information includes survey information reflective of a consumer's desirability to purchase the selected intellectual property item.

28. (Amended) A processor-based system for promoting intellectual property according to claim 25, wherein the [consumer] opinion information includes survey information reflective of a consumer's desirability to purchase the selected intellectual property item.

Respectfully submitted,

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Date

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